

NOV 20 2007

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**TO: John W. Van Bramer, Art Unit 3622 - United States Patent and Trademark Office**

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Application No.: 09/874,853

Inventor(s): Larry James Hughes

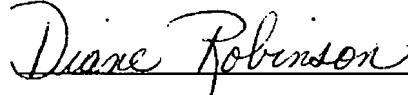
Filed: June 5, 2001

Docket No.: 8552

Confirmation No.: 5078

**FACSIMILE TRANSMITTAL SHEET AND**  
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Listed below are the item(s) being submitted with this Certificate of Transmission:\*\*

- 1) Revised Amendment After Non-Final Office Action Under 37 CFR 1.111 (in response to Notice of Non-Compliant Amendment) (4 Pages)

Number of Pages Including this Page: 5

**Comments:**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/874,853  
Inventor(s) : Larry James Hughes  
Filed : June 5, 2001  
Art Unit : 3622  
Examiner : John W. Van Bramer  
Docket No. : 8552  
Confirmation No. : 5078  
Customer No. : 27752  
Title : In-Channel Marketing and Product Testing System

REVISED AMENDMENT AFTER NON-FINAL OFFICE ACTION  
UNDER 37 CFR §1.111

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

INTRODUCTORY REMARKS

In response to the Notice of Non-Compliant Amendment of 11/16/07, please amend the above-identified application as follows (in reference to Applicant's Amendment dated 8/27/07) and consider the following remarks and reconsider the application.

Please amend the above-identified application as follows:

*Amendments to the Claims* begin on page 2 of this paper.

*Remarks* begin on page 4 of this paper.